



**FY 2007 *Preserve America*
Historic Preservation Fund Grants to Preserve and
Promote America's Heritage and Cultural Assets**

GUIDELINES AND APPLICATION INSTRUCTIONS

Subject to the availability of funds appropriated in Fiscal Year 2007, applications are invited for Federal *Preserve America* Grants. *Preserve America* grants offer a new type of funding from the Federal Government to support communities that have demonstrated a commitment to recognizing, designating, and protecting local cultural resources. Grants are available to assist local economies find self-sustaining ways to promote their cultural resources through heritage tourism.

Preserve America is a White House initiative developed in cooperation with the Advisory Council on Historic Preservation, the Department of the Interior, and other Federal agencies. Mrs. Laura Bush, First Lady of the United States, serves as the Honorary Chair of this initiative. The *Preserve America* grant program is administered by the National Park Service, U.S. Department of the Interior.

For information on how to be designated as a *Preserve America* community, contact the Advisory Council on Historic Preservation at (202) 606-8503, email achp@achp.gov, or visit www.preserveamerica.gov.

Grants will be awarded through a competitive process and each grant will require a dollar-for-dollar, non-Federal match, which can be in the form of cash or in-kind donated services for grant-assisted work. The grant and the non-Federal match must be expended during the grant period (1 to 2 years). The minimum grant request is \$20,000 Federal share (resulting in a total project cost of \$40,000). The maximum grant request for any project is \$150,000 (resulting in a total project cost of \$300,000). SHPOs and THPOs may apply on behalf of a group of community projects, each seeking less than the \$20,000 minimum grant. *Preserve America* funding would then be awarded to the SHPO or THPO and subgranted by them to these smaller projects in individual *Preserve America* Communities. SHPOs and THPOs seeking funding through this mechanism will hold competitions for individual subgrants after receiving *Preserve America* funding, and are not required to describe individual subgrants at the time the SHPO and THPO apply for funding. The *Preserve America* Grants Selection Panel may, at its discretion, award less than the minimum grant request.

Eligible activities, selection criteria, administrative and funding requirements, and application submission instructions follow. Applicants should review the selection criteria and evaluation criteria carefully, along with the guidelines and application instructions in detail before completing the application. Examples of eligible grant projects can be found at the end of these guidelines.

WHO MAY APPLY

- Designated *Preserve America* Communities *
- Designated *Preserve America* Neighborhoods *
- Certified Local Governments (CLG) in the process applying or having received *Preserve America* Community designation (the *Preserve America* designation application must be received by the Advisory Council on Historic Preservation prior to the grant deadline)
- State Historic Preservation Offices (SHPO)
- Tribal Historic Preservation Offices (THPO)

* *Preserve America* Communities and *Preserve America* Neighborhoods located within a Federally designated National Heritage Area are eligible provided that they are not currently receiving Federal funds from the National Heritage Area management entity.

WHAT IS FUNDED

Preserve America grants support planning, development, and implementation of innovative activities and programs in heritage tourism such as surveying and documenting historic resources, interpreting historic sites, planning, marketing, and training. Successful applicants will emphasize creative projects that promote and preserve the community's cultural resources. Successful projects will involve public-private partnerships and serve as models to communities nationwide for heritage tourism, education, and economic development. Your project must fit one, and only one, of the categories listed below. Please see the example projects at the end of this document.

- **Research and Documentation**

Undertaking the research of a community's history and documentation/survey of its cultural resources. Projects in this category must provide a baseline from which heritage tourism can have an authentic foundation. Survey of a community's historic resources and heritage tourism assets is essential to know and understand the significance and public value of such resources. Projects in this category include National Register nominations, community histories, surveys of historic resources, background research for interpretive programs, and documentation for historical markers.

- **Interpretation and Education**

Interpretation projects must convey the history of the community or site to the resident and the visitor. Although most often thought of as taking place in a museum, authentic interpretation can also be presented through heritage trail markers, itineraries, visitor center exhibits, living history programs, or interpretive plans for a community's historic resources. Development of film and other audiovisual media should be related to an overall plan for interpretation and education or marketing. For more information see the National Register Bulletin entitled, *Telling the Stories: Planning Effective Interpretive Programs for Properties Listed in the National Register of Historic Places*, on-line at <http://www.cr.nps.gov/nr/publications/bulletins/interp/>. This category also includes projects that support heritage education through curriculum development, after-school programs, and continuing adult or senior education using local heritage assets. For more information on lesson plans based upon historic properties see the National Park Service's Teaching with Historic Places program on-line at <http://www.cr.nps.gov/nr/twhp/>. For more information on planning effective interpretation programs for properties listed on the National Register of Historic Places go on-line to <http://www.cr.nps.gov/nr/publications/bulletins/interp/>

- **Planning**

Planning projects must advance economic development using heritage tourism and historic preservation. These projects must produce a step-by-step methodology for the community to follow to advance their tourism/preservation goal. Planning projects can involve preservation plans, tourism plans, business plans, market research studies, planning for new small businesses, and development of ordinances to protect historic resources. Projects can also involve planning to conserve, rehabilitate, or reuse existing historic resources with condition assessments, adaptive use plans, and feasibility studies so they can become future tourism assets.

- **Marketing**

Marketing projects must promote and enhance the visitor experience to a community, making accessible the interpretation and documentation that a community has carefully researched. Projects might involve the partnering of communities or state and regional entities to cross promote and encourage regional heritage tourism. Eligible projects would include development of marketing tools like brochures and signage, promotion of heritage festivals, planning for successful advertising campaigns, website development, and travel itineraries. Development of film and other audiovisual media should be related to an overall plan for interpretation and education or marketing. For more information on travel itineraries see the National Park Service's "Discover Our Shared Heritage" travel itinerary series on-line at <http://www.cr.nps.gov/nr/travel/index.htm>.

- **Training**

Training projects must provide opportunities for professional development in areas that will aid a community in utilizing and promoting their historic resources. Training opportunities must be justified as essential to improving the function of a business, museum, or site, or enhancing public appreciation for a historic district. Projects may include hospitality training for local hotels and bed and breakfasts, small business development training for locally owned business in a downtown historic district, docent training for volunteer interpreters, and preservation training for the local planning office to help them protect their heritage resources.

WHAT IS NOT FUNDED

The *Preserve America* grant program does not fund:

- Repair, Rehabilitation, and Acquisitions of historic properties, sites, or collections.
- Conservation of collections.
- Long-term maintenance or curatorial work.
- Reconstructing former historic properties.
- Moving historic properties.
- Construction of new buildings.
- Cash reserves, endowments, or revolving funds.
- Fund-raising costs.
- Work performed prior to announcement of award.
- Miscellaneous costs such as contingencies, reserves, food, and overhead.

ADMINISTRATIVE AND FUNDING REQUIREMENTS

- **A dollar-for-dollar non-Federal match is required for all projects.** Federal appropriations or other Federal grants, except Community Development Block Grants (CDBG) grants from the Department of Housing and Urban Development (HUD), may **not** be used for match. The non-Federal match can be cash, donated services, or use of equipment. It can be raised either before or during the grant period, but must be spent dollar for dollar with the Federal funds. Matching share does not have to be “in the bank” at the beginning of the grant but a plan to raise the match must be included in the application. Matching funds must be expended during the NPS approved beginning and end dates, not before or after.
- The grant period is generally 1 to 2 years and is specified in the grant agreement.
- Grantees may not charge costs for time and/or materials not directly related to performing project work.
- Indirect costs pursuant to a current Federally-approved Indirect Cost Rate may be no more than 25% of the total of both the grant and non-Federal match. This limit is stipulated in Section 102(e) of the National Historic Preservation Act, as amended. If your budget includes indirect costs then you must include a copy of your Federally-approved Indirect Cost Rate Agreement.
- Competitive selection of all consultants and contracting is required as stipulated in OMB Circular A-76. Maximum hourly rates charged to this grant may not exceed 120% of the salary of a Federal Civil Service GS-15, Step 10, which in Fiscal Year 2006 was \$80.37 per hour or \$643 per day. Current salary tables can be found on the Office of Personnel and Management website: www.opm.gov. Mileage and travel rates can be found: www.gsa.gov.
- Volunteer time may be used as non-Federal match. Time should be valued at the rate per hour that the task being performed would cost in the local competitive market. Simple labor tasks should be valued at minimum wage, professional or specialized labor at the local competitive rate. Documentation of volunteer hours must be maintained by the grantee for audit purposes.
- By law, no individual project may receive more than one Federal *Preserve America* grant.
- THPOs and tribal communities designated as *Preserve America* Communities must include a resolution of support from their Tribal government.
- Counties, cities, towns, and neighborhoods must include a resolution of support from their appropriate governing body.

AUTHORIZED SIGNATURE

The authorizing official for the applicant must sign the original application. **All *Preserve America* grant funds must be distributed to a government entity**, even if a non-profit organization is involved in the management of the grant project. Therefore, the authorized signature must be either the mayor of the town or city, the State or Tribal preservation officer, the chair of the county council, etc. In the case of *Preserve America* neighborhoods, the head of the neighborhood association may sign the application, but a resolution of support from the city **MUST** be included.

RESOLUTION OF SUPPORT

All local government entities (city, town, county, neighborhoods) must include a resolution of support from their governing council showing their willingness to accept the *Preserve America* funding if awarded and demonstrating their commitment to the project. Obtaining a resolution of support may be a lengthy process, so start early. The resolution **MUST** accompany the grant application and will not be accepted separately. In the case of *Preserve America* neighborhoods, a resolution of support from the city **MUST** be included, not just from

the neighborhood board or organization. THPOs and tribal communities designated as *Preserve America* Communities must include a resolution of support from their Tribal government.

GRANT AMOUNTS

The minimum grant request is \$20,000 Federal share (resulting in a total project cost of \$40,000). The maximum grant request is \$150,000 (resulting in a total project cost of \$300,000). Please note that the selection panel may, at its discretion, award less than the minimum grant request.

SHPOs and THPOs may apply on behalf of a group of community projects, each seeking less than the \$20,000 minimum grant. *Preserve America* funding would then be awarded to the SHPO or THPO and subgranted to these smaller projects in individual *Preserve America* communities. SHPOs and THPOs seeking funding through this mechanism will hold competitions for individual subgrants after receiving *Preserve America* funding, and but should describe the type of subgrants they wish to award in their application for funding. SHPOs and THPOs may charge a maximum of 10% of the total budget in administrative fees for such subgrants.

SELECTION PROCESS

The grants will be awarded on a semi-annual basis. The *Preserve America* Grants Selection Panel, a panel of experts representing the partner agencies, will review applications and make funding recommendations to the Secretary of the Interior. The Secretary of the Interior, in consultation with the Advisory Council on Historic Preservation, will select successful applicants and forward selections to the White House and to the House and Senate Committees on Appropriations for concurrence. Awards will be announced after the White House and Committees concur.

EVALUATION AND SELECTION CRITERIA

The application must address each of the following criteria:

1. **Describe the historic resources affected by the project, including whether they are listed in the National Register of Historic Places and/or designated at the State or local level.** (10 points)
2. **Describe how the proposed project will enhance heritage tourism in the community and help preserve their historic resources and cultural assets?** (30 points)
3. **Describe how the project meets the goals of the local or statewide preservation plan, heritage tourism plan, or other plans that address heritage tourism and cultural resources. Identify the specific goals and plan(s) and when they were developed and adopted by the community.** (20 points)
4.
 - a. **Describe the public-private partnerships involved in the project and how these partnerships will sustain and continue to support the resource(s) after the grant project is complete?** Attach evidence of involvement from partner organizations directly involved in the project (see Supplemental Information below and page 3 of the application regarding this documentation).
 - b. **How will the public be actively involved in the project?** (10 points for both a and b)
4. **Is the project feasible, are the costs eligible, and is the source of the required non-Federal match identified or is a plan in place to raise it?** Describe all project activities, including a timeline or schedule of activities. Be sure to verify that all budgeted expenses are allowable (refer back to What Is Funded and What Is Not Funded of these guidelines to determine eligible and ineligible activities). Describe the source of non-Federal matching funds. (30 points).

SUPPLEMENTAL INFORMATION

Reviewers' evaluations are based primarily on the material provided in the application. **Supplemental information may be included, but will not take the place of a complete, concise and well-written application.** Please supplement the application only with information necessary for the clear understanding of the proposed project. Supplemental information should be referenced in the application. To ensure consideration of supporting documentation, it **MUST** be included with the grant application and will not be considered if sent separately. Supplemental information might include:

- Photographs of the community and the historic site, museum property, downtown, or significant resource involved in the project.
- Portion of a community's historic preservation, community development, or interpretive plan that identifies the need for this grant project. (Do not include the entire plan.)
- Portion of a Market study that identifies the next step for heritage tourism enhancement in the community. (Do not include the entire study.)
- Portion of a Business plan that identifies the need for a National Register district to enable tax credits. (Do not include the entire plan.)
- Map that identifies the placement of historic markers, way finding signage, etc. for the project.
- Evidence of project involvement by partners. Letters should demonstrate a commitment of resources to the project, either through cash funding, in-kind support, public participation or continued involvement during and after the project is complete.
- Documentation of eligibility for listing in the National Register, if applicable. (Do not include the entire nomination.)
- Public-private partnership agreement to promote heritage tourism with a local entity like a main street program, county/city council, neighborhood association, local non-profit preservation organization, etc.

EXAMPLES OF POSSIBLE GRANT PROJECTS

The following exemplify the kinds of activities that qualify for *Preserve America* grant funding under each category:

1) RESEARCH AND DOCUMENTATION

- Development of a National Register nomination for a downtown business district in a *Preserve America* community, thus making those businesses eligible for Federal tax credits, knowledgeable about their history, and better able to promote their significance.
- Survey and documentation of a significant historic cemetery in the local community, making information accessible for genealogy and tourism promotion.
- Development of a community history, using a process that involves public input and participation, making residents aware of the special places and interests in their community.
- Update existing National Register nominations that need additional documentation or expanded boundaries to include significant resources that were omitted during a previous nomination and are essential to proposed heritage tourism or promotional efforts.
- Provide the necessary research for the preparation of a museum exhibit featuring a significant local archival collection.

2) INTERPRETATION AND EDUCATION

- Development of curriculum materials and special educational programs for area schoolchildren and visitors such as creating a "Teaching with Historic Places" lesson plan on your community's history.
- A destination marketing program for a summer living-history camp, with educational activities focusing on historic events and themes related to regional history and culture.
- A community program to develop interpretive materials, signage, walkways, brochures, and a tour itinerary for the historic and archeological sites and ruins along the local heritage trail.
- State program to establish historic markers at the most significant sites in the state or region of the state that have not yet received recognition and are tourist destinations.
- Develop and promote a new museum exhibit that showcases a significant collection of the community and the museum itself.
- Create an interpretive plan for a battlefield owned by the State that will identify areas for trails, interpretive signage, and ways to incorporate reenactments into a new education program for local schools and visiting tourists.

3) PLANNING

- A feasibility and adaptive use plan to use a historic structure as a tourist information center for the community as well as for nearby National Parks or Forests, Federal and State-owned historic properties, and public lands.

- A business plan and operations strategy for a leasing and rental program featuring historic recreation and other structures in a National Park, done in partnership with the State and local gateway communities.
- A tourism development plan prepared in partnership with State and Federal entities, for a portion of a State-owned site that effectively integrates its tourism potential with locally owned businesses and attractions.
- A preservation plan for a *Preserve America* community that identifies its significant resources and provides a phased plan for their future preservation and tourism promotion.
- In partnership with its Main Street Program, a design planning process for a local community to show how a façade enhancement program can change the downtown’s image and enhance heritage tourism potential.
- Development of an historic structures report for a historic site that addresses accessibility issues, health and safety codes, lighting and electrical needs, to make the tourism destination accessible and safe for visiting tourists.
- Plan and develop a preservation zoning ordinance, including design guidelines.

4) MARKETING

- A Tribal Historic Preservation Office develops an annual public cultural heritage celebration, featuring traditional activities and demonstrations within the tribal museum complex.
- Statewide or regional program to support community museums and other historic attractions with a guidebook, logos, signage, youth visitor “passport,” consolidated fee schedule, and other marketing tools.
- State program to promote group tour marketing of the heritage sites of several communities in a package program.
- Walking tour brochures, kiosks, and signage to guide tourists through the local downtown, historic neighborhoods, and business districts featuring restaurants, shopping, and other activities.
- Create a marketing piece and advertising campaign to feature a new exhibit and educational program at the local or state museum.
- Conduct a feasibility study to determine the most effective use of a vacant building in a community’s downtown. Use the study to market the property to prospective developers and potential tourism related businesses.
- Develop a web-based guide to historic resources that can be downloaded by tourists.

5) TRAINING

- A statewide or regional program to provide hospitality training to designated *Preserve America* communities.
- Support for sending local museum or preservation staff to tourism training or conferences for professional development.
- Business development training course to help Main Street communities, museums, and local nonprofits learn how to better market and expand their sales by using the internet.
- Develop and establish a training program to recruit senior citizens to serve as volunteer docents and tour guides for historic sites and downtown tours.
- Community training in local history and heritage resources for employees in tourism-related businesses.
- Provide training opportunities for local Architectural Review Boards and Preservation Commissions.

APPLICATION SUBMISSION

Applications must be submitted in hard copy. Faxed applications and applications submitted electronically will not be accepted. Applications not received by the deadline and incomplete applications will not be considered. Additional materials sent separately from the application will not be considered part of the application and will not be included in evaluation of the application.

Application materials will not be returned. All application materials, including photographs, become the property of the National Park Service and may be reproduced by NPS or its partner organizations without permission; appropriate credit will be given for any such use.

You must submit:

- (1) original and seven (7) copies – a total of 8 – complete application packages (see below).
- One (1) additional photocopy of page one of the application.
- Page one of the application must be the first page in the original and copies. Do **not** use other cover pages.
- The original must be secured with a binder clip.
- Each copy must be **securely** held together with a staple or binder clip; do **not** use pocket folders, notebooks, or ring binders.

A complete application package includes:

- A complete proposal using the 2007 Application form
- Authorizing Official signature
- Timeline for project completion
- Detailed budget
- Resolution of Support (for all cities/towns/counties/neighborhoods/Tribes/THPOs)
- Necessary supplemental information to explain the project, e.g. photographs, maps, documentation of public/private partners, etc. See Supplemental Information above.

**Applications must be received by 5:00 pm Eastern Standard time,
Wednesday, February 14, 2007.
This is NOT a postmark deadline.**

SEND APPLICATIONS TO:

(Please address all support letters to the address below, attn: Hampton Tucker; Chief, Historic Preservation Grants Division – they should accompany the grant application or they will not be considered)

Preserve America Grants
National Park Service
1201 "Eye" Street, NW
6th Floor (ORG. 2256)
Washington, D.C. 20005

PLEASE NOTE - Applications should not be submitted through the US Postal Service. All US Postal Service mail to Federal agencies in Washington, D.C. is irradiated, which can damage or destroy materials and lead to a delay in delivery. You must submit your application via an alternate carrier.

For more information please contact the National Park Service at:

(202) 354-2020

nps_preserveamerica@nps.gov

www.cr.nps.gov/hps/hpg/preserveamerica